

ORDER



Orders

Order / Rev:484851 - 8

Alt Order #:

Product Desc:Kirkpatrick for Congress 2012

Estimate:ID 11365

Flight Dates:10/02/12 - 10/08/12

Original Date / Rev:07/10/12 / 10/16/12

Order Type:GENERAL

Primary AE:House KPHO Local House KPHO Local

Sales Office:KPHO

Sales Region:Local

Agency

Name:Media Strategies and Research

Buying Contact:

Billing Contact:

1580 Lincoln Street

Denver, CO 80203

Billing Type:Cash

Billing Calendar:Broadcast

Billing Cycle:EOM/EOC

Agency Commission:15%

Advertiser

Name:Kirkpatrick/D/CON/ AZ

Demographic:A35+

Product Codes:Political-Cand-Other

Priority:IMP

Revenue Codes:POL, PLC, CPL

New Business Thru:

Order Separation:00:15:00

Advertiser External ID:

Agency External ID:

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/08/12	61	\$36,300.00	\$30,855.00	October 2012	61	\$36,300.00	\$30,855.00	0.00
		Totals	61	\$36,300.00	\$30,855.00	0.00			

Account Executives				
Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House KPHO Local House KPHO Local			Start Of Order - End Of Order	100%

Order Share	Share	Total
CBS5	22%	\$36,300.00
Market	100%	\$165,000.00

Competitive Share	Share	Total
DPHO	0%	\$0.00
KAET	0%	\$0.00
KASW	0%	\$0.00
KAZT	0%	\$0.00
KBCZ	0%	\$0.00
KBPX	0%	\$0.00
KDRX	0%	\$0.00
KMCC	0%	\$0.00
KMOH	0%	\$0.00
KNAZ	0%	\$0.00
KNXV	18%	\$29,700.00
KPAZ	0%	\$0.00
KPNX	20%	\$33,000.00
KPPX	0%	\$0.00
KSAZ	20%	\$33,000.00
KTFL	0%	\$0.00
KTVK	0%	\$0.00
KTVW	20%	\$33,000.00
KUSK	0%	\$0.00
KUTP	0%	\$0.00

Order / Rev: 484851 - 8

Alt Order #:

Flight Dates: 10/02/12 - 10/08/12

Advertiser:	Kirkpatrick/D/CON/ AZ	
Product Desc:	Kirkpatrick for Congress 2012	CBS5
Estimate:	ID 11365	

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	KPHO	10/02/12	10/08/12	M-F 6-630a M-F 6-630a	CM	M-F 6-630a (6:00 AM-6:30 AM)	:30	5	\$90.00	IMP	0.00	NM	18	\$6,970.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
	Week:	10/02/12	10/08/12	MTWTF--		5		\$90.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
2	KPHO	10/02/12-10/08/12		M-F 6-630a		M-F 6-630a		(6:00 AM-6:30 AM)TWTThF----	:30	(\$90.00)	0.00	NM		
	See MG 1.6,1.7,1.8 [Oversold. All spots in this time period are already political spots. Provide clear sheet to place]													
4	KPHO	10/02/12-10/08/12		M-F 6-630a		M-F 6-630a		(6:00 AM-6:30 AM)TWTThF----	:30	(\$90.00)	0.00	NM		
	See MG 3.6,3.7,3.8,3.9,3.10,3.11,3.12,3.13,3.14,3.15,3.16,3.17,3.18,3.19,3.20,3.21 [Per clear sheet]													
5	KPHO	10/02/12-10/08/12		M-F 6-630a		M-F 6-630a		(6:00 AM-6:30 AM)TWTThF----	:30	(\$90.00)	0.00	NM		
	See MG 1.6,1.7,1.8 [Oversold. All spots in this time period are already political spots. Provide clear sheet to place]													
6	KPHO	10/04/12-10/04/12		M-Th, Su 430-5a		M-Th, Su 430a-4e		---Th-----	:30	\$90.00	0.00	NM		
	(M) MG for 14.1,14.3,14.4,4.4,4.3,4.5,4.2,1.3,8.1,15.3,15.5,15.4,13.3,1.1,1.2,1.4,6.2,8.2,15.2,6.1,2.4,7.2,7.1,2.1,2.5,3.4													
7	KPHO	10/04/12-10/05/12		M-F 5-530am		M-F 5-530a		---ThF----	:30	\$250.00	0.00	NM		
	(M) MG for 14.1,14.3,14.4,4.4,4.3,4.5,4.2,1.3,8.1,15.3,15.5,15.4,13.3,1.1,1.2,1.4,6.2,8.2,15.2,6.1,2.4,7.2,7.1,2.1,2.5,3.4													
8	KPHO	10/04/12-10/05/12		M-F 5-530am		M-F 5-530a		---ThF----	:30	\$250.00	0.00	NM		
	(M) MG for 14.1,14.3,14.4,4.4,4.3,4.5,4.2,1.3,8.1,15.3,15.5,15.4,13.3,1.1,1.2,1.4,6.2,8.2,15.2,6.1,2.4,7.2,7.1,2.1,2.5,3.4													
9	KPHO	10/08/12-10/08/12		M-F 5-530am		M-F 5-530a		M-----	:30	\$250.00	0.00	NM		
	(M) MG for 14.1,14.3,14.4,4.4,4.3,4.5,4.2,1.3,8.1,15.3,15.5,15.4,13.3,1.1,1.2,1.4,6.2,8.2,15.2,6.1,2.4,7.2,7.1,2.1,2.5,3.4													
10	KPHO	10/08/12-10/08/12		M-F 5-530am		M-F 5-530a		M-----	:30	\$250.00	0.00	NM		
	(M) MG for 14.1,14.3,14.4,4.4,4.3,4.5,4.2,1.3,8.1,15.3,15.5,15.4,13.3,1.1,1.2,1.4,6.2,8.2,15.2,6.1,2.4,7.2,7.1,2.1,2.5,3.4													
11	KPHO	10/04/12-10/05/12		M-F 7a-9a		M-F 7a-9a		---ThF----	:30	\$200.00	0.00	NM		
	(M) MG for 14.1,14.3,14.4,4.4,4.3,4.5,4.2,1.3,8.1,15.3,15.5,15.4,13.3,1.1,1.2,1.4,6.2,8.2,15.2,6.1,2.4,7.2,7.1,2.1,2.5,3.4													
12	KPHO	10/04/12-10/05/12		M-F 7a-9a		M-F 7a-9a		---ThF----	:30	\$200.00	0.00	NM		
	(M) MG for 14.1,14.3,14.4,4.4,4.3,4.5,4.2,1.3,8.1,15.3,15.5,15.4,13.3,1.1,1.2,1.4,6.2,8.2,15.2,6.1,2.4,7.2,7.1,2.1,2.5,3.4													
13	KPHO	10/08/12-10/08/12		M-F 7a-9a		M-F 7a-9a		M-----	:30	\$200.00	0.00	NM		
	(M) MG for 14.1,14.3,14.4,4.4,4.3,4.5,4.2,1.3,8.1,15.3,15.5,15.4,13.3,1.1,1.2,1.4,6.2,8.2,15.2,6.1,2.4,7.2,7.1,2.1,2.5,3.4													
14	KPHO	10/08/12-10/08/12		M-F 7a-9a		M-F 7a-9a		M-----	:30	\$200.00	0.00	NM		
	(M) MG for 14.1,14.3,14.4,4.4,4.3,4.5,4.2,1.3,8.1,15.3,15.5,15.4,13.3,1.1,1.2,1.4,6.2,8.2,15.2,6.1,2.4,7.2,7.1,2.1,2.5,3.4													
15	KPHO	10/06/12-10/06/12		Sat 5PM News		Sa 5PM News		-----Sa--	:30	\$400.00	0.00	NM		
	(M) MG for 14.1,14.3,14.4,4.4,4.3,4.5,4.2,1.3,8.1,15.3,15.5,15.4,13.3,1.1,1.2,1.4,6.2,8.2,15.2,6.1,2.4,7.2,7.1,2.1,2.5,3.4													
16	KPHO	10/04/12-10/05/12		M-F 5PM News		M-F 5p-530p		---ThF----	:30	\$700.00	0.00	NM		
	(M) MG for 14.1,14.3,14.4,4.4,4.3,4.5,4.2,1.3,8.1,15.3,15.5,15.4,13.3,1.1,1.2,1.4,6.2,8.2,15.2,6.1,2.4,7.2,7.1,2.1,2.5,3.4													
17	KPHO	10/04/12-10/05/12		M-F 5PM News		M-F 5p-530p		---ThF----	:30	\$700.00	0.00	NM		
	(M) MG for 14.1,14.3,14.4,4.4,4.3,4.5,4.2,1.3,8.1,15.3,15.5,15.4,13.3,1.1,1.2,1.4,6.2,8.2,15.2,6.1,2.4,7.2,7.1,2.1,2.5,3.4													
18	KPHO	10/08/12-10/08/12		M-F 5PM News		M-F 5p-530p		M-----	:30	\$700.00	0.00	NM		
	(M) MG for 14.1,14.3,14.4,4.4,4.3,4.5,4.2,1.3,8.1,15.3,15.5,15.4,13.3,1.1,1.2,1.4,6.2,8.2,15.2,6.1,2.4,7.2,7.1,2.1,2.5,3.4													
19	KPHO	10/04/12-10/05/12		M-F 530p News		M-F 530p News		---ThF----	:30	\$600.00	0.00	NM		
	(M) MG for 14.1,14.3,14.4,4.4,4.3,4.5,4.2,1.3,8.1,15.3,15.5,15.4,13.3,1.1,1.2,1.4,6.2,8.2,15.2,6.1,2.4,7.2,7.1,2.1,2.5,3.4													
20	KPHO	10/04/12-10/05/12		M-F 530p News		M-F 530p News		---ThF----	:30	\$600.00	0.00	NM		
	(M) MG for 14.1,14.3,14.4,4.4,4.3,4.5,4.2,1.3,8.1,15.3,15.5,15.4,13.3,1.1,1.2,1.4,6.2,8.2,15.2,6.1,2.4,7.2,7.1,2.1,2.5,3.4													
21	KPHO	10/04/12-10/05/12		M-F 630PM News		M-F 630PM News		---ThF----	:30	\$1,200.00	0.00	NM		
	(M) MG for 14.1,14.3,14.4,4.4,4.3,4.5,4.2,1.3,8.1,15.3,15.5,15.4,13.3,1.1,1.2,1.4,6.2,8.2,15.2,6.1,2.4,7.2,7.1,2.1,2.5,3.4													
4	KPHO	10/02/12	10/08/12	M-F 7a-9a	CM	M-F 7a-9a	:30	5	\$90.00	IMP	0.00	NM	0	\$0.00
	CBS EARLY SHOW													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
	Week:	10/02/12	10/08/12	MTWTF--		5		\$90.00	0.00					

Order / Rev: 484851 - 8
 Alt Order #:
 Flight Dates: 10/02/12 - 10/08/12

Advertiser: Kirkpatrick/D/CON/ AZ
 Product Desc: Kirkpatrick for Congress 2012
 Estimate: ID 11365
CBS5

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
9	KPHO	10/02/12	10/08/12	M-F 1230-3p CBS Afternoon M-F 1230p-2p	CM	1230p-2p (12:30 PM-2:00 PM)	MT-----	:30	2	\$300.00	IMP	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/02/12	10/08/12	MT-----		2			\$300.00			0.00			
10	KPHO	10/02/12	10/08/12	M-F 2-3p LET'S MAKE A DEAL	CM	M-F 2-3p	--W-F--	:30	2	\$250.00	IMP	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/02/12	10/08/12	--W-F--		2			\$250.00			0.00			
11	KPHO	10/02/12	10/08/12	M-F 3-4p PEOPLES COURT	CM	M-F 3p-357p	MTWTF--	:30	5	\$175.00	IMP	0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--		5			\$175.00			0.00			
12	KPHO	10/02/12	10/08/12	M-F 4-5p ANDERSON COOPER	CM	M-F 358p-458p	MT-T---	:30	3	\$225.00	IMP	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/02/12	10/08/12	MT-T---		3			\$225.00			0.00			
13	KPHO	10/02/12	10/08/12	M-F 5PM News CBS 5 NEWS @ 5P	CM	M-F 5p-530p	-TWTF--	:30	4	\$350.00	IMP	0.00	NM	4	\$1,685.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/02/12	10/08/12	-TWTF--		4			\$350.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KPHO	10/02/12-10/08/12	M-F 5PM News			M-F 5p-530p	-TWThF----	:30		(\$350.00)		0.00	NM		
		See MG 13.6,13.7,13.8 [Program airing Thursday is NFL Football.]													
2	KPHO	10/02/12-10/08/12	M-F 5PM News			M-F 5p-530p	-TWThF----	:30		(\$350.00)		0.00	NM		
		See MG 13.5 [Clear sheet. Political.]													
3	KPHO	10/02/12-10/08/12	M-F 5PM News			M-F 5p-530p	-TWThF----	:30		(\$350.00)		0.00	NM		
		See MG 3.6,3.7,3.8,3.9,3.10,3.11,3.12,3.13,3.14,3.15,3.16,3.17,3.18,3.19,3.20,3.21 [Per clear sheet]													
4	KPHO	10/02/12-10/08/12	M-F 5PM News			M-F 5p-530p	-TWThF----	:30		(\$350.00)		0.00	NM		
		See MG 13.5 [Clear sheet. Political.]													
5	KPHO	10/02/12-10/05/12	M-F 5PM News			M-F 5p-530p	-TWThF----	:30		\$700.00		0.00	NM		
		Ⓜ MG for 13.2,13.4													
6	KPHO	10/02/12-10/05/12	M-F 630-7a			M-F 630-7a	-TWThF----	:30		\$135.00		0.00	NM		
		Ⓜ MG for 2.3,15.1,13.1													
7	KPHO	10/02/12-10/05/12	M-F 5PM News			M-F 5p-530p	-TWThF----	:30		\$700.00		0.00	NM		
		Ⓜ MG for 2.3,15.1,13.1													
8	KPHO	10/02/12-10/05/12	M-F 6-630a			M-F 6-630a	-TWThF----	:30		\$150.00		0.00	NM		
		Ⓜ MG for 2.3,15.1,13.1													
14	KPHO	10/02/12	10/08/12	M-F 530p News CBS 5 NEWS @ 530P	CM	M-F 530p News	M-WTF--	:30	4	\$325.00	IMP	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/02/12	10/08/12	M-WTF--		4			\$325.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KPHO	10/02/12-10/08/12	M-F 530p News			M-F 530p News	M-wThF----	:30		(\$325.00)		0.00	NM		
		See MG 3.6,3.7,3.8,3.9,3.10,3.11,3.12,3.13,3.14,3.15,3.16,3.17,3.18,3.19,3.20,3.21 [Per clear sheet]													
2	KPHO	10/02/12-10/08/12	M-F 530p News			M-F 530p News	M-wThF----	:30		(\$325.00)		0.00	NM		
		Unresolved [OVERSOLD, WILL NEED CLEAR SHEET TO REINSATE SPOTS]													
3	KPHO	10/02/12-10/08/12	M-F 530p News			M-F 530p News	M-wThF----	:30		(\$325.00)		0.00	NM		
		See MG 3.6,3.7,3.8,3.9,3.10,3.11,3.12,3.13,3.14,3.15,3.16,3.17,3.18,3.19,3.20,3.21 [Per clear sheet]													
4	KPHO	10/02/12-10/08/12	M-F 530p News			M-F 530p News	M-wThF----	:30		(\$325.00)		0.00	NM		
		See MG 3.6,3.7,3.8,3.9,3.10,3.11,3.12,3.13,3.14,3.15,3.16,3.17,3.18,3.19,3.20,3.21 [Per clear sheet]													
15	KPHO	10/02/12	10/08/12	M-F 630PM News CBS 5 NEWS @ 630P	CM	M-F 630PM News	MTWTF--	:30	5	\$500.00	IMP	0.00	NM	0	\$0.00

Order / Rev:	484851 - 8	Advertiser:	Kirkpatrick/D/CON/ AZ
Alt Order #:		Product Desc:	Kirkpatrick for Congress 2012 CBS5
Flight Dates:	10/02/12 - 10/08/12	Estimate:	ID 11365

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
15	KPHO	10/02/12	10/08/12	M-F 630PM News CBS 5 NEWS @ 630P	CM	M-F 630PM News	MTWTF--	:30	5	\$500.00	IMP	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/02/12	10/08/12	MTWTF--			5		\$500.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KPHO	10/02/12-10/08/12		M-F 630PM News		M-F 630PM News	MTWThF----	:30		(\$500.00)		0.00	NM		
See MG 13.6,13.7,13.8 [No separation.]															
2	KPHO	10/02/12-10/08/12		M-F 630PM News		M-F 630PM News	MTWThF----	:30		(\$500.00)		0.00	NM		
See MG 3.6,3.7,3.8,3.9,3.10,3.11,3.12,3.13,3.14,3.15,3.16,3.17,3.18,3.19,3.20,3.21 [Sep unavailable]															
3	KPHO	10/02/12-10/08/12		M-F 630PM News		M-F 630PM News	MTWThF----	:30		(\$500.00)		0.00	NM		
See MG 3.6,3.7,3.8,3.9,3.10,3.11,3.12,3.13,3.14,3.15,3.16,3.17,3.18,3.19,3.20,3.21 [Per clear sheet]															
4	KPHO	10/02/12-10/08/12		M-F 630PM News		M-F 630PM News	MTWThF----	:30		(\$500.00)		0.00	NM		
See MG 3.6,3.7,3.8,3.9,3.10,3.11,3.12,3.13,3.14,3.15,3.16,3.17,3.18,3.19,3.20,3.21 [Sep unavailable]															
5	KPHO	10/02/12-10/08/12		M-F 630PM News		M-F 630PM News	MTWThF----	:30		(\$500.00)		0.00	NM		
See MG 3.6,3.7,3.8,3.9,3.10,3.11,3.12,3.13,3.14,3.15,3.16,3.17,3.18,3.19,3.20,3.21 [Sep unavailable]															
16	KPHO	10/02/12	10/08/12	Tue 8p-9p NCIS: LOS ANGELES	CM	Tue 8p-9p	-T-----	:30	1	\$3,000.00	IMP	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/02/12	10/08/12	-T-----			1		\$3,000.00	0.00					
17	KPHO	10/02/12	10/08/12	Wed 8p-9p CRIMINAL MINDS	CM	Wed 8p-9p	--W----	:30	1	\$2,500.00	IMP	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/02/12	10/08/12	--W----			1		\$2,500.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KPHO	10/02/12-10/08/12		Wed 8p-9p		Wed 8p-9p	--W-----	:30		(\$2,500.00)		0.00	NM		
See MG 17.2 [Preempted due to program change. Survivor is airing on 10/3 at 8:00pm post Presidential debate.]															
2	KPHO	10/02/12-10/08/12		Wed 8p-9p		Wed 8p-9p	--W-----	:30		\$2,500.00		0.00	NM		
Ⓜ MG for 17.1 10/03															
18	KPHO	10/02/12	10/08/12	Thu 9p-10p ELEMENTARY	CM	Thu 9p-10p	---T---	:30	1	\$3,000.00	IMP	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/02/12	10/08/12	---T---			1		\$3,000.00	0.00					
19	KPHO	10/02/12	10/08/12	Fri 8p-9p MADE IN JERSEY	CM	Fri 8p-9p	----F--	:30	1	\$2,000.00	IMP	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/02/12	10/08/12	----F--			1		\$2,000.00	0.00					
20	KPHO	10/02/12	10/08/12	Sat 8p-9p CRIMETIME SATURDAY	CM	Sat 8p-9p	-----S-	:30	1	\$750.00	IMP	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/02/12	10/08/12	-----S-			1		\$750.00	0.00					
21	KPHO	10/02/12	10/08/12	Sun 6p-7p 60 MINUTES	CM	Sun 6p-7p	-----S	:30	1	\$2,500.00	IMP	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/02/12	10/08/12	-----S			1		\$2,500.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KPHO	10/02/12-10/08/12		Sun 6p-7p		Sun 6p-7p	-----Su	:30		(\$2,500.00)		0.00	NM		
See MG 1.6,1.7,1.8 [Clear sheet. Political.]															
22	KPHO	10/02/12	10/08/12	M-F Late News CBS 5 NEWS @ 10P	CM	M-F 10p-1035p	MTWTF--	:30	5	\$800.00	IMP	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/02/12	10/08/12	MTWTF--			5		\$800.00	0.00					

Order / Rev: 484851 - 8
 Alt Order #:
 Flight Dates: 10/02/12 - 10/08/12

Advertiser: Kirkpatrick/D/CON/ AZ
 Product Desc: Kirkpatrick for Congress 2012
 Estimate: ID 11365

CBS5

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
22	KPHO	10/02/12	10/08/12	M-F Late News CBS 5 NEWS @ 10P	CM	M-F 10p-1035p	MTWTF--	:30	5	\$800.00	IMP	0.00	NM	3	\$2,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/02/12 10/08/12 MTWTF-- 5 \$800.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 2 KPHO 10/02/12-10/08/12 M-F Late News M-F 10p-1035p MTWThF---- :30 (\$800.00) 0.00 NM See MG 1.6,1.7,1.8 [Per Clear Sheet]															
3 KPHO 10/02/12-10/08/12 M-F Late News M-F 10p-1035p MTWThF---- :30 (\$800.00) 0.00 NM Unresolved [PER CLEAR SHEET]															
23	KPHO	10/02/12	10/08/12	Sa Late News Sa Late News	CM	Sa 10p-1035p	-----S-	:30	1	\$500.00	IMP	0.00	NM	1	\$500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/02/12 10/08/12 -----S- 1 \$500.00 0.00															
24	KPHO	10/02/12	10/08/12	Su Late News Su Late News	CM	Su 10p-1035p	-----S	:30	1	\$600.00	IMP	0.00	NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/02/12 10/08/12 -----S 1 \$600.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 KPHO 10/02/12-10/08/12 Su Late News Su 10p-1035p -----Su :30 (\$600.00) 0.00 NM See MG 1.6,1.7,1.8 [Oversold - Need clear sheet to place]															
25	KPHO	10/02/12	10/08/12	Letterman DAVID LETTERMAN	CM	M-F 1035p-1138p	MTWT---	:30	4	\$250.00	IMP	0.00	NM	4	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/02/12 10/08/12 MTWT--- 4 \$250.00 0.00															
26	KPHO	10/02/12	10/02/12	Tue 9p-10p VEGAS	CM	Tue 9p-10p	-T-----	:30	1	\$2,525.00	IMP	0.00	NM	1	\$2,525.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/02/12 10/08/12 -T----- 1 \$2,525.00 0.00															
27	KPHO	10/02/12	10/05/12	M-F 630-7a M-F 630-7a	CM	M-F 630-7a	-TWTF--	:30	1	\$135.00	PMT	0.00	NM	1	\$135.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/02/12 10/08/12 -TWTF-- 1 \$135.00 0.00															
28	KPHO	10/02/12	10/05/12	M-F 5PM News CBS 5 NEWS @ 5P	CM	M-F 5p-530p	-TWTF--	:30	1	\$700.00	PMT	0.00	NM	1	\$700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/02/12 10/08/12 -TWTF-- 1 \$700.00 0.00															
29	KPHO	10/02/12	10/05/12	M-F 630PM News CBS 5 NEWS @ 630P	CM	M-F 630PM News	-TWTF--	:30	1	\$800.00	PMT	0.00	NM	1	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/02/12 10/08/12 -TWTF-- 1 \$800.00 0.00															
30	KPHO	10/02/12	10/05/12	M-F 7a-9a CBS EARLY SHOW	CM	M-F 7a-9a	-TWTF--	:30	1	\$200.00	PMT	0.00	NM	1	\$200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/02/12 10/08/12 -TWTF-- 1 \$200.00 0.00															
31	KPHO	10/04/12	10/08/12	M-Th, Su 430-5a CBS 5 NEWS @ 4:30A	CM	M-Th, Su 430a-459a	--T--S	:30	3	\$135.00	FNP	0.00	NM	3	\$405.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/02/12 10/08/12 --T--S 3 \$135.00 0.00															
32	KPHO	10/05/12	10/05/12	M-F 6-630a M-F 6-630a	CM	M-F 6-630a	----F--	:30	1	\$225.00	FNP	0.00	NM	1	\$225.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/02/12 10/08/12 ----F-- 1 \$225.00 0.00															
Totals														61	\$36,300.00

*Tax 1 Note: Tax 0.5%

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE** ☐ **STATE/LOCAL CANDIDATE**
To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
KPHO-TV Phoenix	10/5/2012

I, Media Strategies and Research,being/on behalf of: Ann Kirkpatrick, a legallyqualified candidate of the Democratic politicalparty for the office of: U.S. Congressin the Generalelection to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		SEE ATTACHED SCHEDULE			
Date of First Broadcast:			Date of Last Broadcast:		
Tuesday, October 23, 2012			Monday, October 29, 2012		

Total Charges: \$42,090.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Kirkpatrick for Arizona

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Daniel A. Flores

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Friday, October 05, 2012

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title